

The

September, 1958

Florida Architect

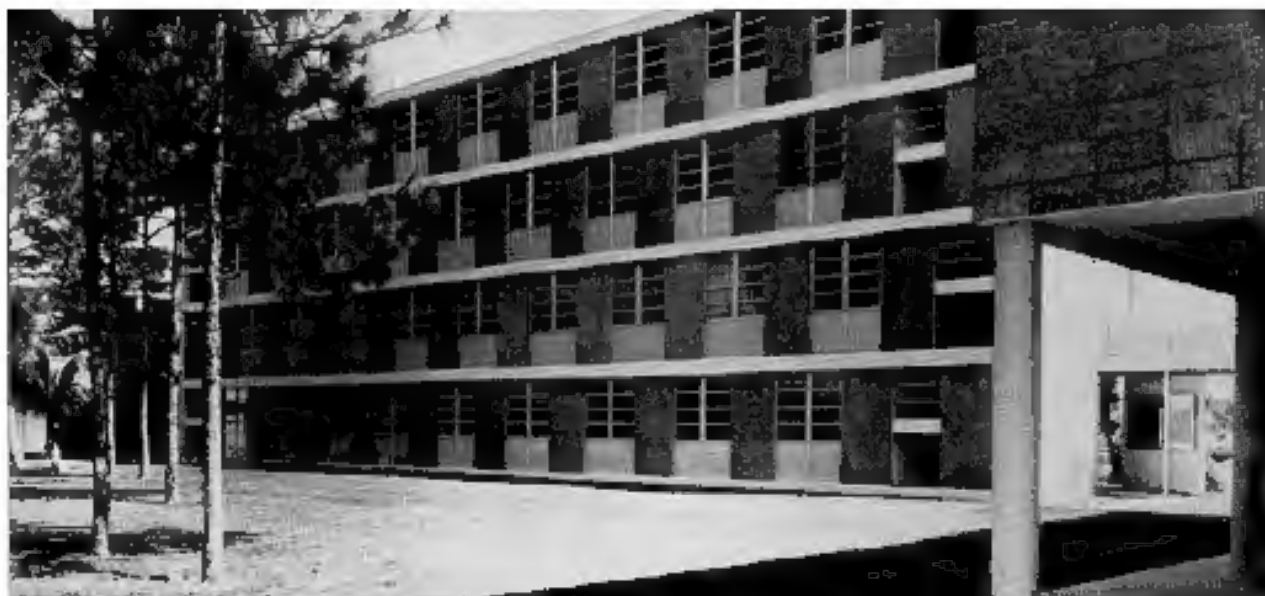
OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS



Read and Remember . . .

Follies & Fallacies of A Master Plan for Schools





UNIVERSITY OF MIAMI LAW BUILDING

Curtain Wall by Ludman

Architect: Robert M. Little, Miami, Fla.

Constructor: Ford Hensland, Miami, Fla.

the architect's vision sets the pace for the future...

The plans an architect draws today may well determine the architecture of the future.

When an architect does project the future in his plans, he must find the materials with which to implement that vision.

For example, within very recent years, curtain walls have introduced new dimensions of freedom in design and given the architect a new flexibility of line and a clearness of structural concept and mobility.

Eminently practical, ingeniously adaptable, curtain walls have enlarged the architect's horizon and, at the same time, achieved a valuable saving in construction time and costs.

The Ludman Corporation was one of the first to pioneer in the engineering development and successful installation of curtain wall in hundreds of buildings of every kind. Its engineers are constantly formulating new methods of treatment, new ways of

handling curtain wall design. As a result, Ludman Curtain Walls offer practical expression of architectural concepts... allow the architect almost unlimited extension of his ideas.

Ludman Curtain Walls match architectural vision with superb window engineering that reduces construction time and costs, yet is always beautiful, efficient and flexible. They combine window and wall in one easily handled, quickly fastened, labor-saving unit. Maintenance is virtually nil.

Ludman Curtain Walls are easily adaptable to any wall treatment desired, offering a wide range of materials, color and texture for interior and exterior walls.

Patented Auto-Lok aluminum opening windows, intermediate projected windows, or other Ludman windows, co-ordinate with curtain wall treatment to increase the grace and effectiveness of the proposed structure.

Furthermore, an architect can always rely on the Ludman Engineering Division to keep pace with his vision, from proposal drawings through completion. This service is available to the architect at all times through his nearest Ludman Engineering representative.

Ludman know-how, based on years of actual curtain wall experience, has proved of aid to architects the country over.

Ludman engineers are glad to be of assistance at any stage of planning or construction, or to help solve structural problems connected with curtain walls or window treatment. Ludman is on the job throughout the actual installation.

In Ludman Curtain Walls lie the means by which the architect may well set the pace for the future. Write to us for full, detailed information on our curtain wall system. The Ludman Corporation • Founded 1935 • Miami, Florida.



First Methodist Church, Coral Gables, Dade County, FLA., restored

The Lurking Villain is M-O-I-S-T-U-R-E ... the major cause of exposure-damage to wood

Even indoors, absorption of moisture by untreated wood can cause swelling, warping, surface-checking and end-splitting — such the start of progressive deterioration . . . To guard against such moisture-damage, specify that all woodwork in any building be Woodtreated, preferably by dipping or flooding . . . Woodlife's "anti-wicking" action prevents moisture seepage; and by penetrating the surface with an invisible, water-repellent solution, Woodlife coats wood cells and makes protection last and last and last . . .



Ingredients in Woodlife also protect wood from decay, fungus, stains and attack by wood-eating insects. They act as a poison to render wood inanimate from attack by the micro-organisms and insects which feed on untreated wood.



A. H. RAMSEY AND SONS, INC.

71 N. W. 11th TERRACE, MIAMI • • FRANKlin 3-0811

Service to Florida's west coast is from our warehouse at Palmetto

Call Palmetto 2-1015

The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

The Four-Hour Bid Plan	4
<i>An End to Bid Shopping?</i>	
Forrest Coxon Named as State School Architect	6
It's Time We Stopped Acting Like Sheep!	9
<i>By Robert E. Hanson, AIA</i>	
Prillies and Fallacies of A Master Plan for Schools	10
<i>By Roger W. Sherman, Executive Director, FAA</i>	
Florida Architecture Needs Florida Art	13
<i>Interview with Gustav Bohland, Sculptor</i>	
Outstanding Program Developing for 1958 FAA Convention	17
Stained Glass — New Interest in an Old Art	18
<i>By Conrad Pichel</i>	
Message From The President	20
<i>By H. Samuel Kriess, President, FAA</i>	
Products and Practice	22
News and Notes	24
Advertisers' Index	27
Editorial	28
<i>Facts about FAA — Basis for Performance</i>	

F.A.A. OFFICERS — 1958

H. Samuel Kriess, President, 811 Chamber of Commerce Bldg., Miami
Arthur L. Campbell, First Vice-President, 115 S. Main St., Gainesville
William B. Harvard, Second Vice-President, 2714 North St. M., St. Petersburg
Verner Johnson, Third Vice-President, 230 N. E. 18th St., Miami
Ernest T. H. Benson, II, Secretary, 2910 Grand Central Ave., Tampa
Alfred T. Imminger, Treasurer, 1251 E. Las Olas Blvd., Ft. Lauderdale

Roger W. Sherman, Executive Director, 302 Dupont Plaza Center, Miami 31.

DIRECTORS

IMMEDIATE PAST PRESIDENT: Edgar S. Werten; BROWARD COUNTY: William F. Bigswey, Jr.; Robert E. Hanson; DAYTONA BEACH: Francis R. Walton; FLORIDA CENTRAL: Eugene M. Beach, Elliot B. Hadley, Anthony L. Pullara; FLORIDA NORTH: Tarpis C. Bassinger, Myrd J. Mares; FLORIDA NORTH CENTRAL: Prentiss Huddleston; FLORIDA SOUTH: James L. Deen, Theodore Gottfried, Herbert B. Savage; JACKSONVILLE: James A. Mackay, Jr., Walter B. Schultz; MID-FLORIDA: L. Alex Matton; FLORIDA NORTH WEST: Hugh J. Litch; PALM BEACH: C. Bill Duncan, Jefferson M. Fawell.

THE COVER

One of the most effective current arguments against employment of stock school plans is the job that Florida architects, working with heads-up county school boards, are doing to meet our State's rapidly expanding demand for efficient, low-cost educational facilities. This one, the John B. DuPon Elementary School in Hialeah, was designed by Jerry P. Simmons, AIA, and contains 20 classrooms, a cafeteria, administrative areas and a library. It was completed only a few months ago at a square-foot cost of about \$8.50.

The FLORIDA ARCHITECT, Official Journal of the Florida Association of Architects of the American Institute of Architects, is owned by the Florida Association of Architects, Inc., a Florida Corporation not for profit, and is published monthly at RM. 302 Dupont Plaza Center, Miami 31, Florida; telephone FR 1-5331. Editorial contributions, including plans and photographs of architects' work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of Architects. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to the FLORIDA ARCHITECT for prior use. Advertisements of products, materials and services available for use in Florida are welcomed, but mention of names or use of illustrations, of such materials and products in either editorial or advertising columns does not constitute endorsement by the Florida Association of Architects. Advertising material must conform to standards of this publication, and the right is reserved to reject such material because of arrangement, copy or illustrations. Accepted as controlled circulation publication at Miami, Florida.

Printed by McLurey Printing

ROGER W. SHERMAN — Editor
FAA Administrative Secretary
VERNA M. SHERMAN

VOLUME 8
NUMBER 9 1958

THE FLORIDA ARCHITECT

Coquina Coral...

South Florida
Travertine

... specified for
Beauty
Permanence
Easy Maintenance



Dupont Plaza Hotel, 1927-1928, Peter J. Peterson
Frank M. Griffin, AIA, architect, Julia Construction Co., general
contractor, was built with Florida White Limestone by Kermit V. Miller

It's quarried on Key Largo — this beautifully figured stone that's as well suited to interior as to exterior use. Coquina Coral is a coral limestone with all the characteristics of travertine marble — stability, fine texture, warm, rich, variegated coloring ranging from snow white to deep cream with mahogany veining. . . . You can specify it now — in slabs up to four by eight feet, three inches thick, or in random ashlar sizes. Finish can be sand-sawn or polished, as you prefer. . . . You can see Coquina Coral in a sample that will be sent you promptly on request.



Coquina Coral, Incorporated

No. 1 Lincoln Road Bldg., Miami Beach — FL 4-1404 or JK 8-4659

Quarry — Twin Lakes, Largo, Florida

Serving Florida Architects and Builders...

- REINFORCING STEEL
- STRUCTURAL STEEL
- COMPLETE ENG. & FAB. FACILITIES
- BAR JOISTS
- ALUM. & STEEL SASH
- STEEL DOORS & FRAMES
- MISC. IRON AND ALUMINUM
- ORNAMENTAL IRON
- STEEL ROOF DECK
- STEELTEX
- HIGHWAY PRODUCTS
- CORRUFORM
- SONOTUBES
- METAL CULVERTS
- POLYETHYLENE PLASTIC FILM

FLORIDA STEEL CORPORATION

"Steel where you want it"

TAMPA 8-0851

ORLANDO Garden 2-4519

MIAMI Henton 4-6516

JACKSONVILLE Blain 9-1661

The Four-Hour Subbid Plan-- An End to Bid-Shopping?

Florida architects and contractors, individually—and collectively in the FAA-ACC-FES Joint Cooperative Committee—have been for some years attempting to overcome the manifold evils of bidding procedures. In the Fall of 1954 the newly-formed JC Committee considered the subject and after some discussion came up with a recommendation which was mutually approved by architects and contractors and was published as a "Recommended Bidding Procedure" guide in the December, 1954, issue of *The Florida Architect*.

However it has not been as successful as its originators hoped it would become. Bid shopping is still prevalent. The last-minute frenzy of bid assembly is still too much the rule rather than the exception. But there is a growing realization that some self-regulation among contractors is essential; and thus the "four-hour deadline" idea is beginning to grow.

In Florida this idea has, apparently, been but newly hatched. But in other Southern states it has been tried sufficiently to demonstrate its effectiveness as well as its simplicity. The following item—culled with appreciation from the newsletters of the Carolinas Branch and Central Florida Chapter of the ACC—indicates that the four-hour idea is spreading throughout the South and that Florida might do well to adopt it.

A revolution in bidding procedures is gradually developing in North and South Carolina. General contractors in Columbia added considerable impetus to a two-state movement to erase the subbid problem when they unanimously adopted a "Four-Hour Subbid Plan" similar to the one now in operation in Charlotte and Durham, N. C.

The problem of submitting and receiving subbids has plagued general contractors and subcontractors alike for more years than anyone can remember. The situation has been complicated by the shopping and peddling of bids, and there is good

reason to believe that shopping and peddling are actually at the roots of most bidding evils.

Until a year ago, the entire construction industry had pretty well conspired that shopping and peddling were, of course, rotten things to do but they were just two more hazards you had to face when you hung out your construction shingle. It was agreed and rightly so that federal, state or local laws could not curb the practice. There are just too many loopholes for a law to plug up, and anyway, you can't legislate morals or ethics.

Then came the revolution and the beginning of a revolutionary idea: Why can't general contractors say flatly they will not accept subbids for materials and supplies any later than four hours prior to the general bid filing?

The idea was so simple and wrought with so many improbabilities that few people thought it would work. Nevertheless, contractors in San Diego, California, and San Antonio, Texas, gave it a try and set up an ethical practices board to administer the program.

The idea worked. General contractors received their subbids in time to put together a realistic bid, and subcontractors found they were getting bids from their suppliers early enough to make equally intelligent bids to the generals. The subs themselves agreed not to change bids after the four-hour deadline.

An astounding result showed up in a marked decrease in complaints about shopping and peddling. The plan completely shot full of holes the prediction that a four-hour lapse between the submission of subbids and the general bid filing would give all parties four additional hours in which to carry on their shenanigans.

General contractors in Charlotte, intrigued by the San Diego four-hour subbid plan and disgusted with a degenerating situation in the Charlotte area, put the plan into operation. When it worked in Charlotte,

(Continued on Page 8)

THE FLORIDA ARCHITECT

KEEP FLORIDA
prosperous!

BUY FLORIDA
products!

USE FLORIDA
cements!

■ When you buy Florida products you help to maintain a sounder economy for Florida.

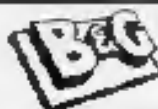
Regardless of your business or profession, what helps Florida helps you!

Keep Florida prosperous! Buy Florida products! Use Florida cements!

FLORIDA PORTLAND CEMENT DIVISION

GENERAL PORTLAND CEMENT COMPANY





BROWN & GRIST

**ALUMINUM
AWNING WINDOWS**

**and
WINDOW WALLS**

**PROVED BEST FOR
SCHOOLS • HOSPITALS
HOTELS • OFFICES**

Modular Sections
Stranger Alloys
No Cranks or Gears
Simple, Push-out Operation
CUSTOM SIZES

**FOR ADDITIONAL
INFORMATION IN YOUR
LOCALITY — CALL:**

Pensacola . . . (Call Jan)
Tallahassee . . . Al Yarn

Jacksonville . . . Geo. Griffin
Daytona Beach . . . Bob Gail
Orlando . . . (Call Jan)

Ocala Van Allen
Tampa Doug LaHayne

Falm Beach . . . Ed Kader
Miami Ed Henderson

SWEET'S WINDOWS 17a-B
CATALOGS WINDOW WALLS 3a-B
Factory, Warwick, Virginia

FLORIDA SALES REPRESENTATIVE
GEORGE C. GRIFFIN
P. O. Box 5151
Jacksonville, Florida

End to Bid-Shopping . . . ?

(Continued from Page 4)

contractors in Durham adopted it.

Contractors in Columbia are now making plans to put the plan into effect on or about October 1. In addition, there have been several requests that the four-hour plan be put into operation on a two-state basis.

Fortunately, the plan is moving that way under its own momentum. At least four other Carolina cities are studying the possibilities. In addition, subbid plans are being considered in Augusta, Ga., and Lynchburg, Va.

The ultimate hope is that the revolutionary practice of receiving subbids four hours prior to the general bid filing will become as traditional as the general bid deadline itself.

Forrest Coxen Named As State School Architect

Announcement has been made by THOMAS D. BARLEY, Superintendent of Public Instruction, of the appointment of FORREST RICHARD COXEN, AIA, as State School Architect. Coxen will assume his new duties officially as of September 1st to fill the vacancy which was created in the Department of Public Instruction by the resignation, on June 10, of George M. Miconias, now serving as the Coordinator of School Planning for Broward County.

The new State School Architect has been a resident of Tallahassee since 1954 and a member of the State School Architect's staff for the past three years. He was born in Indianapolis and after collegiate work at St. Lawrence University, Colgate and the University of North Carolina, received a degree in architectural engineering at the University of Illinois in 1949. Prior to moving to Florida he worked in two Indiana firms, later becoming a member of the office of ROBERT H. MAYNOR, in Tallahassee before joining the State School Architect's staff. He is registered to practice architecture in Florida.

Since 1950 Coxen has been interested in civic as well as professional affairs. He has served as a director of the Kokomo, Indiana, Plans Com-



mission and is a member of the Tallahassee Junior Chamber of Commerce. He holds a reserve commission in the U. S. Navy, has been active in Naval Reserve Officer Corps of Civil Engineers and has lectured on construction techniques before Naval Reserve units. For the past several years he has been a member of the Florida North Central Chapter, AIA, and is now the president of that body. He has also served as a director of the FAA.

Coxen, 33, is married and the father of two children. His home is at 301 North Delbow, Tallahassee.

OPPORTUNITY WANTED . . .

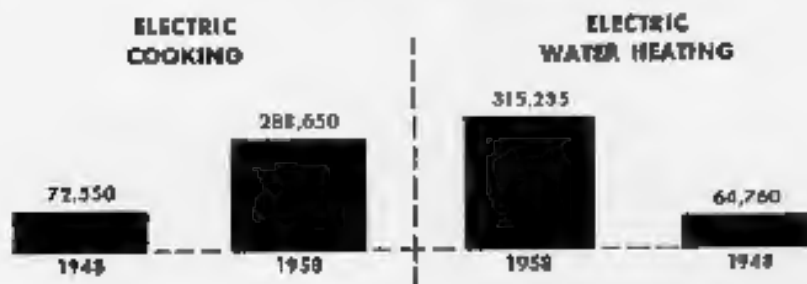
Young architect, AIA, would like to re-locate in Florida with firm offering good opportunities. Presently Chief Designer for a large architectural organization. Will furnish detailed qualification upon request.—Box B-7, 958, Florida Architect.

How to design homes with "built-in" maid service!



Combine the ingenuity of architectural design with the wonderful ease of built-in electrical equipment . . . and you'll give your clients leisure they will praise you for through the years. Built-in electric appliances save so much time and work — they're like having an extra maid on the job 24 hours a day. They're the most glamorous, most work-free helpmates you can choose . . . the first choice of Florida home buyers.

The trend is overwhelming to Electric Living!



Give your clients a blueprint for Better Living . . . Electrically!



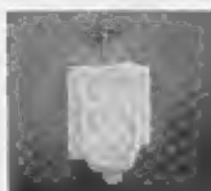
FLORIDA POWER & LIGHT COMPANY
HELPING BUILD FLORIDA



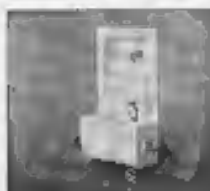
THE SCULPTURED LOOK



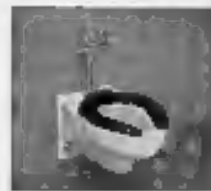
B3401—NEOTOM. 36" x 20" vitreous china lavatory with back, 8" radius.



B4013—LAWTON. Vitreous china wall hung toilet seat, standard toilet.



B4012—MERCURY. Vitreous china urinal, urinal with glass tile.



B4012—MERCURY. Vitreous china urinal, urinal with glass tile.

Briggs combines a new design in commercial plumbing fixtures with more than 70 years of vitreous china experience!

Briggs now brings the simplicity of sculptured form to commercial plumbing ware—in a complete new line designed by Harley Earl, Inc. These vitreous china fixtures are built to quality standards set by more than 70 years of continuous experience in manufacturing fine vitreous china. Available in any of Briggs 58 compatible colors or white. Complete specifications on request.

A COMPLETE LINE OF PLUMBING FIXTURES FOR RESIDENTIAL, COMMERCIAL AND INDUSTRIAL USE

BRIGGS

B E A U T Y W A R E

THE FLORIDA ARCHITECT

It's Time We Stopped Acting Like Sheep!

By ROBERT E. HANSEN, AIA

1984 • VOLUME 11 • NUMBER 4



Someone said recently that the "Japanese influence" in architecture is going to sweep the country. I don't think that. "Sheep Style" is sweeping the country and is here to stay unless each and all of us take a look at what we are doing, and having done to us, in the way of living, politics and architecture.

A case in point—mile after mile of oceanfront hotels, following some forgotten helmsman over the process of sheep thinking and herd planning, each bleating louder than the next one. "Look at me. I am like the other sheep, but different." Once turned inside by fancy fronts, 90 percent of the inmates look out over several rows of parked cars to a walled view of the neighboring buildings, instead of the ocean view they are paying for.

In the field of automobiles it's the same—mile after endless mile of big, powerful juggernauts, each

equivalent rust in junk yards and scrap piles mostly made obsolete long before their useful life's end by a sales pitch that causes the most wasteful use of irreplaceable national resources, outside of war, that the world has ever known.

Here, the Japanese and European traditions of sparing use of material and clean lines might be used to good advantage. For, in this time, now the clean small car from abroad frightens the big gums and clogs their markets.

In the field of home building, the compulsion to conform stifles development of indigenous architecture. Stumbling from seemingly unavailable financing, cost and code restrictions, and lack of appreciation for good design, the substance of our multiple housing is only occasionally relieved by often desperate attempts to LOOK different without BEING different.

There's a way out of this dilemma that's simple. Encourage indigenous individuality. It's more difficult to effect for in the building field it requires lending appearance as much on the basis of potential performance as upon past performance and greater reliance on individual judgment. It necessitates a premium loan value for good design and good planning, rather than a black mark.

But the stifling bonds of conformity living, that make us uncaring, as uniform and characterless as fig trees in a crowded fog, are not easy to dispense. If it is currently popular to be a Republican, we are afraid to

roofs" are the thing, we don't dare "I like things."

We've come to accept mediocrity as a natural result almost to the point of resenting anyone who takes the time to create basic individuality, simply because we cannot stand someone else's being different. Yet within the limited framework of our conformity we want to be different, so we load the standard chassis with

expensive and often meaningless "s."

When we have become accustomed to seeing an individually conceived idea (it took 20 years to "see" the built-in stove), we adopt it without thinking because it is the thing to do. Then, often as not, we trip.

A mud roof was leak because we didn't bother about the sub-roof or we said the new shopping center is without bankers, doctors, lawyers and

gestures on the streets substituted for static congestion in the parking

go, round and round, spinning our wheels, heads in the sand, conforming.

The many problems created by all phases of excessive conformity and apathy are dangerous, threatening man's most precious gift—a free and individual spirit.

It is most dangerous to the fabric of community life to let our down-town areas bleed to death because we refuse to take the time to study the problems, or can't bear to join hands to save common values. It is disheartening to see projects built today that will surely be the slums of tomorrow, even though they represent some improvement over the

The seeds of political continuity and thought control, so dramatically highlighted during the McCarthy

(Continued on Page 2)

FOLLIES and FALLACIES OF A MASTER PLAN FOR SCHOOLS

By ROGER W. SHERMAN

2001 年 11 月 11 日

The propaganda purporting to state
places like Washington is written as follows:
The United States is a capitalist country
in which the rich exploit the poor and
the oppressed nations. The United States
is a country that is built over the backs
of unknown Chinese workers and
all its hate and well-worn arguments
and its brushed aside were it not
for the fact that it is a capitalist
country. It is a capitalist country
in which the workers are exploited
and the rich are the exploiters. It is
only by clearly the true facts of
the United States that we can
see that it is a land of wretched pro-
prietors.

If a little knowledge is a dangerous thing, the ignorance displayed in this newspaper column is pernicious.

Mr. Fowen goes on to discuss the classrooms and classrooms, so that they design them. Audio-visual aids, and other things are not recommended things. A final if would make for more noise to make the best classroom plans available. The best plans for the other rooms are also given. Some are placed in a

and others. If the words are different, the words are different — at least to all but the ordinary speaker. For example, the words "cat" and "kitten" are different words, but they are not different to the ordinary speaker.

And after more in the same vein comes the real challenge:

And the big reason, of course, is the money in Jay's own money belt in the vaults, so when he'll be able to finance a film, it will not be his own money, but the money of the studio.

Many fallow underlie these glitters. They are to be seen in the waters of the very taxpayers for whom Mr. Power's editorial heart appears to bleed. Here are some of them.

The Mentor Plus Fallacy

Mr. Powers obviously does not mean that the up-to-date facts of the matter are as simple as they are symmetrical and easily here as elsewhere. The Department of Public Instruction gave up the stock plan idea some ten years ago, because, in the experienced judgement of its State School Architect, stock plans could not meet either educational, nor construction requirements due to

* different sale conditions, installment and immediate and because stock prices depend on the situation of the com-

အသံ နှစ်ခုစလုံးကို ပုံမှန်အသံထုတ်

In this sound approach to the problem of financing school construction, the State of New York is one of 15 which formerly tried the stock plan idea but has abandoned it. Nationally 23 states have never used stock plans to solve the school building problem and 44 states have established a school building authority.

A new research initiative by the U.S. Department of Public Health on behalf of the American Lung Association will focus on the health of children with asthma in a number of ways.

First, they will not meet needs of various types of school organizations. Last year there were 20 different grade groupings in schools for pupils above the eighth grade. No master plan could be devised to satisfy the varied requirements involved.

Second: No one stock plan—or even many of them—could inter-

How to get a School for Johnny is a subject that interests many and has generated much creative work on the part of a dedicated few. But it has also been the sounding board for a huge amount of uninformed opinion on the part of those who jump at conclusions rather than reason toward a result. Among these are advocates of the stock plan idea. When such people glibly accept this poor theory for a sound fact and chase this chimera of construction in print they hinder the cause of educational progress. It is up to the experienced educators and building professionals to remove the hindrance wherever and whenever it occurs. Only by setting the record straight can this be done. This article provides one illustration of the case in point.

instructional facilities. For example, last year only 157 of the 312 Florida schools enrolling pupils in the 12th grade offered physics. Others offered a variety of courses from general science up to highly specialized studies in biology physics and chemistry—thus indicating a wide variation in both numbers and types of classroom needed.

Third: Overall state needs vary widely too even within county limits. No set of master plans could meet the variations in enrollments—high or low—and the resulting variations in teaching methods and subjects offered. As one example, last year the average class size in the field of science was 27.9 pupils—but throughout the state were 831 science classes above 34 pupils.

There are but a few other examples indicating the purely educational variations in school plant facilities of which Mr. Powers seems to be completely unaware. In advocating "a single master plan" to satisfy them, Mr. Powers seems to be unworried about the fact that the educational progress in Florida's educational system which has brought these varied instructional needs into being. Prior to the development of Florida's Antislavery Propagation Program, this state was low low on the educational

ladder pole. Today thanks to the very progressive attitude toward educational plants which Mr. Powers is opposing, Florida ranks among the upper third of states offering above average educational facilities.

The "Classrooms are Classroom" Fallacy . . .

They were once in the "Little Red Schoolhouse" Mr. Powers must know. But many many years have passed since this reactionary attitude was discarded by a host of intelligent educators, architects, educational researchers, local, county, state and national school-planning organizations bent on raising the national standard of literacy and on providing more efficient educational environments as a result.

Mr. Powers and his ilk should find out something about this. Today classrooms are not just classrooms. They are tools for better learning. And as with any other tool for any modern activity whatsoever, it is better to get on the improvement by various groups of technicians in both educational and construction fields. And these tools are different depending on the job they are set up to do. Just consider space for the teaching of mathematics,

literature, foreign languages, science, for instance, can vary widely from that for the pursuit of the sciences. Instrument-making, physics and millions of jobs can be thought these exist—require vastly different interests and equipment from those courses concerned with literary languages or the various arts.

The classification of schools and school spaces—these specialized instructional tools—determines the school plant in which must be added facilities for school administration and operation and such other-purpose community facilities as auditoriums, shops, libraries and the like. Experience has shown that the right combination of all these elements in any one school district may be as diametrically different from others and make any sort of overall standardization virtually impossible.

Mr. M. Powers been less willing to display his ignorance of the subject on which he was commenting. He would never have advocated copying the "best classroom plans available, the best plans for the other schools in an average school and build them all alike" and he researched his subject even a little, he would have discovered that there is no "best" classroom and no "average school." The "best" is only best

(Continued on Page 12)

Follies and Fallacies

(Continued from Page 22)

where it exists to meet most efficiently and most economically the conditions for which it was designed. And precisely because this is so, Florida's overall educational plant is becoming one of the best in the country. It would be costly folly for the future of our State were we to accept the outmoded suggestion of Mr. Powers and thus stop our collective efforts at improving still further the tools for learning which will shape the mental stature and understanding of our future citizens.

The Money-Saving Fallacy

In this particular paragraph, Mr. Powers' real understanding of his subject manifests to a new low. Here we learn clearly and fully that, he and more importantly his readers should know:

"The cost of occupancy—the school plant, its servicing, operation and supplies—involves approximately 90 percent of a total educational budget. Some authorities estimate costs differently. Dr. CHARLES W. HANSEN, an educational consultant who was formerly Chief of the Office of School Planning, California Department of Education, puts the construction cost of a school plant at only .10 percent of the total educational program and allocates the other 90 percent to the costs of personnel—teachers and administrators—services and sup-

In view of such extra-burden costs as insurance, financing, equipment and land acquisition, Dr. Hansen is probably closer to the facts than other estimates which put the cost of school construction at a somewhat higher percentage. Assuming a median point for the sake of illustration, it is safe to say that construction cost will run 20 percent of a total budget and that this is a figure on which the cost of architectural service can be predicated.

On this realistic basis, therefore, architectural services cost out .012 percent of a county's school budget, amounting, as has Mr. Powers, that these services involve no percent of a construction cost. This figure, low as it is, stands out as a seemingly phenomenal item merely because professional custom has regarded it as

a "fee for services" not as an integrated cost of building, similar to the

for adequate insurance, or even the legitimate profit made by the contractor who builds a school plant.

However, because it does stand out as an apparently independent item as cost for any educational plant, the cost of architectural service has become a favorite target for those who cry for "economy" but will not take the trouble to analyze how "the economy" can be produced—or wherein the possibilities for savings which will produce it. The answer does not lie in the standardization of school plants—any more than the

company is with adherence to the old policy of its founder than re-

cal improvement and design advances were unimportant and any order was good enough "so long as it was black."

Any interested person—even Mr. Powers in view of his paragraphs—will take the trouble to analyze the school economy situation in realistic terms, he will come to the

same conclusion which all of our 15 states have come to in regard to the development and utilization of stock plans for any purpose other than as expedient to meet the most minor and temporary needs. This is that true economy in school construction

capable means available in setting up the educational and planning

extensive and skilled experience in providing school plant designs to meet these needs in specifying construction methods and equipment items which will minimize insurance rates and reduce maintenance expenses throughout the financial life of the building and in coordinating an overall program of plant development which will serve both present and future demands of the community for a growing enrollment of pupils and an expanding understanding of teachers relative to progressive improvement in teaching methods.

This is the only realistic criterion

community throughout Florida. No community or county or state department of public instruction can

afford less for anything below a well-considered standard of high performance from start to finish will prove to be too expensive for the future to seriously contemplate in the present. Those who have gone to the studied bother to make themselves expert in the many phases of educational activity will bear out this statement. It is only those speaking from an ignorance born of precious little knowledge who are looking at a useful thing as a short note and are sounding off for action rather than progress.

What these people do not seem to realize is that the architect is not one member of a three-man team, the other two being the educational planner and the school administrator. The educator sets the policy and

moderate educational standards. The administrator defines the scope of the program in terms of community needs and probable growth and sets a budget. The educational requirements and the physical limitations are then turned over to the architect. His special job is to provide adequate facilities within allotted expenditures.

This team is doing a good job in Florida. Those interested can go to the National Education Association figures to show that the costs of Florida's schools compare well with those of other states both as to unit cost per square foot and cost per pupil. This has been achieved because architects have utilized every proven technical means to build costs down consistent with sound construction that will minimize misadventure and future maintenance costs.

The Architect saves by careful planning, by specifying standard items of construction and equipment in detail and by co-ordinating with the contractor to avoid waste and to do a big job, an important job. And in doing it, this professional no less than the laborer, is certainly worthy of his hire.

The "Liquor Fee" Fallacy . . .

This is another spoke which needs driving home with good sound blows. Many people, Mr. Powers apparently among them, do not know what cost

which payment is made. Most people

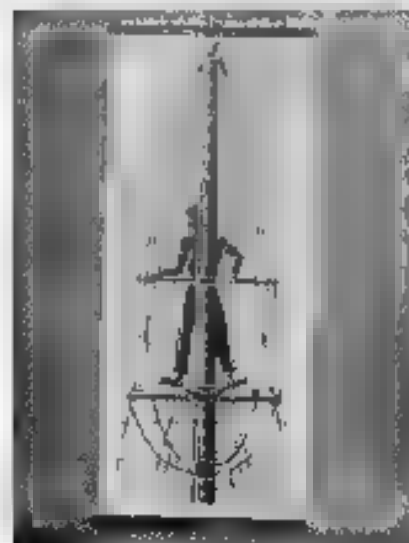
Continued on Page 24



A tree-standing group executed in cast bronze and modeled in 1950 as a memorial to Ted Wynt, the brother of Missus author Philip Wylla. This bronze, symbolic of a mourning occasion, stands thirty-eight inches high



The obverse side of a gold medal modeled in 1952 and presented to Dr. Albert Schweitzer, winner of Nobel Peace Prize



Decorative wall plaque embodying a cut-and-outline relief against white for execution in plaster was designed for a quantity reproduction as a moderately-priced decorative unit for semi-detached residential buildings or hotels, apartments and motels. It measures seven and one-half inches by twenty-eight inches.

Florida Architecture Needs Florida Art

Continued from Page 2

He appears to be equally at ease with marble, bronze or plaster, and many of his smaller work have been executed as castings in aluminum and nickel or as castings in a variety of rare woods. He believes such varied experience is most sure for a sculptor who works with all of life.

The experienced sculptor, both hand and brain, is in complete with the architect to solve the decorative design problem in any medium which can be called for. Far more than ever the sculptor faces a challenge, with the architect, in modern architecture. The architect is now in for a new expression, a new simplicity of statement based on the growing importance of technological factors. The sculptor must do likewise. Working together, his design team can produce significant results, not only as a statement of beauty or monument, but also as an philosophy and an economy.

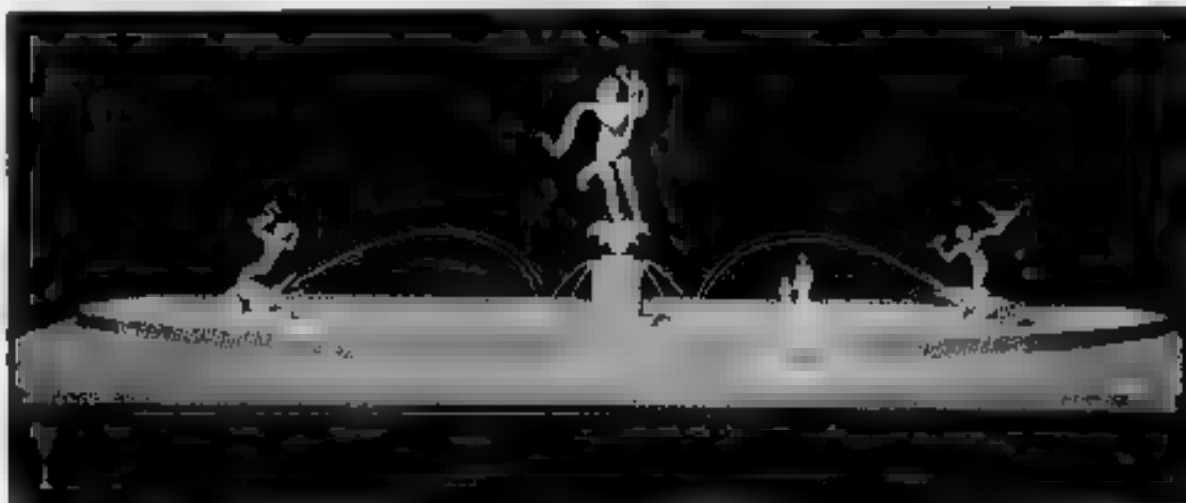
But the sculptor as the architect of which it is a part must meet a purpose, and merely as an end of correspondence from an embellishment for a modern structure—without thought or sensitivity to its basic purpose or to design the architect is to accept some defeat in a design standard. Unfortunately, no more of our buildings and for many examples of our modern decorative architecture have been of this.



Above, an abstraction called 'Mumukshu' carved in walnut in three sections and measuring, overall, thirty-five by twenty-three by four inches.



This large sectional group, "San Lorna," was carved in lignum vitae, the hardest, heaviest and toughest of woods. It measures four feet in overall length, is nineteen inches high and fifteen inches in depth. Below, this sketch model for a public fountain was executed as a scale of three-eighths of an inch to the foot as a proposal, in 1951, for a heroically proportioned memorial for construction in Miami's Bayfront Park as part of the landscaped setting for the Miami Public Library.



Let's face it!



BETTER HEATING
BEFORE NEXT WINTER
IS EVERYBODY'S
BUSINESS!

HERE ARE THE "COLD FACTS"
ABOUT FLORIDA WINTERS:

Last winter, coldest in history, didn't even change
the 35-year average of 42 days a year when
Florida homes need heat!

1957-58
46 DAYS
BELOW 60



35 YEAR AVERAGE
42 DAYS
BELOW 60

Most Florida folks remember last winter. Last summer in our news-
paper, TV, radio, billboard advertising, we reminded those who
might have forgotten. We believe you'll find 100% acceptance of
your recommendations for central oil or gas heating as the cheapest
and best solution to Florida's cold snap heating problem.

FLORIDA **HOME**  **HEATING** INSTITUTE
817 S. W. 8th STREET MIAMI

Outstanding Program for 1958 FAA Convention

Within a few short weeks architects all over the State will be receiving the first mailing for advance registration at the 44th Annual FAA Convention. As most of them already know this is to be held in the new Seauville Hotel at Miami Beach. The dates are November 20, 21 and 22 and the fact that it will open here

in Seauville space for check-in later indicates that the Convention Program is now getting a final grooming.

As a matter of fact the finalization of a structure of the Convention is well advanced.

It is in the year 1958 M. S. S. president of the Mid-Florida Chapter which will officiate as Convention Hosts and one of the co-chairmen with Robert H. Murney — of the Chapter's Convention Committee, announced the Convention theme as "Opportunity in An Expanding Era." Actually the two-and-one-half-day meeting will bring a trio of "Symposium on Space" for the central theme will be carried out by speakers who are closely in touch with the tremendous new developments now under way.

One of them will be Dr. Paul Walsh, of the Naval Research Laboratory at Washington, D. C. Dr. Walsh is one of the country's experts

on Space — and the means for finally conquering it. As a scientist he has been instrumental in developing the "CBM" inter-continental ballistic missile. But as a forecasting pioneer he has an imagination based firmly on technical realities and will discuss for architects for unate enough to attend the Convention, the future he sees ahead in terms of the possibilities for development now at hand. There could hardly exist a more provocative subject nor a better qualified person than Dr. Walsh to discuss it.

Another speaker will be RALPH DESIGLIVE PAPER, JR., publisher of Fortune and the Architectural Forum. With lines of information leading to every significant development throughout the world, M. Paper is one of the best-informed people in the country. He will discuss some of the forces he thinks are now reshaping our immediate future; and he will sketch what he believes will be the outline of professional activity which will result.

FAA President JOHN NORRIS RICHARDS, has been invited as a guest speaker. And what has been described as the hot-hot professional question of the moment — the practical ways in which architects can meet

the business threat of the "building

boom" will be discussed.

These will be a few of the

main chairman of the FAA committee on this important subject with GRANT GALT, of Dallas, Texas and VINCENT C. KANE of Philadelphia, as punchouts. Behind these three men is a wealth of study on this problem — and their discussion will be geared to be down-to-earth things that architects in Florida can do toward solving it.

These will be a few of the workshop too. RICHARDS, of course, for the FAA, will demonstrate how the Institute P/R program can be made effective in Florida in terms of each Chapter and individual activities. RALPH KENTON news director for WTVT will discuss the mechanics of TV programs and will suggest the ways in which TV can be used by architects for the benefit of themselves and the public they serve. And from the fourth estate, FREDERICK SHERMAN, local estate editor of the Miami Herald, will outline what architects should do for and with the newspapers to develop publicity of interest and value to all concerned. And all these have promised to answer questions.

These are some highlights. Others include a 15-month exhibit of building products which constitute a liberal education in what's new. (Continued on Page 29)

DuPont Plaza Selects McKinley Products!

McKinley Products Co., Inc. has been selected by DuPont Plaza to supply the building materials for the new building.

McKinley Products Co., Inc. has been selected by DuPont Plaza to supply the building materials for the new building.



McKinley Products Co., Inc. has been selected by DuPont Plaza to supply the building materials for the new building.

McKinley Products Co., Inc. has been selected by DuPont Plaza to supply the building materials for the new building.

McKinley Products Co., Inc. has been selected by DuPont Plaza to supply the building materials for the new building.

McKinley Products Co., Inc. has been selected by DuPont Plaza to supply the building materials for the new building.



McKinley Products Co., Inc. has been selected by DuPont Plaza to supply the building materials for the new building.

McKinley Products Co., Inc. has been selected by DuPont Plaza to supply the building materials for the new building.

Stained Glass--- New Interest in An Old Art

The art of stained glass is unique in that it calls for the highest talents of artist and craftsman alike and involves, even today, a process and a set of basic materials which have not changed essentially since the Middle Ages. Architects turned away from the peak of this art in the 19th century. They knew, too, that the quality and decorative power of stained glass gradually diminished to the point, early in the twentieth century, of being almost lost.

Today, however, there appears to be a resurgence of this humanistic craftsmanship in color. It is being increasingly studied by modern artists and with the availability of modern printing techniques, almost all of its original depth of color and symbolism of design can well be used in color as well as in monochrome structures. Through the application of the color wheel and the design of each example may show freedom of expression in both subject and craftsmanship, the craftsman's concern remains substantially the same as during medieval times.

Stained glass is an art requiring architectural understanding and sensitivity on the part of its creator. And

to produce it requires adherence to a strict sequence of steps. Among artists who are now working with stained glass in Florida is Leonard Pickel, who has recently opened a studio at Vero Beach. The following description of the stained glass process has been written by him:



The glass used in good windows is mainly blown annealed glass, most of which must still be imported from Europe. The thin, opalescent glass used so often at America in the past decades, or glass painted with enamel colors is not real stained glass. In good stained glass there are variations in the thickness of as much as one quarter inch on one piece which adds to the beauty of the picture.

The color in glass is in the substance itself. While the mass of colorless glass is still in its molten state, such as gold, cobalt, chromium, etc., are added to produce an endless number of colors. This method of staining or dyeing glass is the same as that used in the Middle Ages. For this reason it is called antique glass or pot-metal from the pot in which it is made. A lump of the molten

is caught up at one end of a biopaque glass into a cylinder, cut, and then the cylinder is cut into a series of thin slices. The slices are then painted and fired to produce yellow, orange, or white glass. The only pigment used is a reddish brown or black powdered oxide to delineate features and form drapery and patterns. The pigment is rendered permanent by firing the glass.

The artist must know the exact measurements and shape of the window. He must also take into consideration the location and amount of light allowed for his window. He is in color, incorporating it in his design that is to be used on the design of the window.

When that design has been approved, a large, full-scale drawing is

This large drawing, done in charcoal or ink, is called a cartoon. It is done very exactly, showing the wide, thin lines which will allow for the  this cartoon, several carbon copies are traced for the exact pattern. Each segment of the pattern is now  with double blade scissors which simultaneously cut away a narrow strip of paper, allowing sufficient space between the segments for the core of the grooved rod. With these

CHROMASTATS - Photo Copies in Full Color

Four of these points by Christman provide theory, other applications, qualitative features and highlights, other points are to check the validity. In only 3 days plant time you can get down to zero from $5'' \times 5''$ to $10'' \times 10''$ at surprisingly low cost. Price of an $5'' \times 10''$ for example, is less than that of a standard black and white photo.

[illegible]

T

3.2 3. of 1st Street Atlanta GA. Florida
Phone: 800-800-8000

SQUARE MIAMI *Blue Print Co., Inc.*

E E₁ J F₂ A₂ A₁ T₁

individual pieces of the pattern the selection of glass can be made.

After the various pieces of glass have been selected and sent to the correct size, they are placed over the original pattern and a light is cast from beneath the pattern to aid in handling and sorting the glass. A special paint, called lead, is used on the individual pieces of glass, bringing out the individual characteristics such as color, composition, texture, and so on. The lead is then removed and the glass is placed in the correct size.

When all tracing is completed, the glass segments are firmly fastened in a large plate glass sheet with borax. The sheet is then tipped to allow the light to shine through the glass segments. From this method the artist can select the glass he desires and if any changes are made in glass selection or in tracing, the pieces are then removed and replaced at this time.

The glass is then removed from the sheet, placed in a container, and put in an electric kiln to heat to 200° temperature. At this degree the paint becomes fused with the glass so that it cannot be washed off, scrubbed off or worn off. Turning the glass is actually an all-day procedure, including the slow cooling process.

Following this step the glass is removed from the container, chambers and into a mold for the lead. A very pure, soft lead is used, shaped to the exact segment of glass and cut to fit exactly. The lead strips are approximately 1/8" to 1" wide and the glass lies closely in either side of the grooved lead. Each joint is soldered on both sides. Finally the stained glass is cemented on both sides to make the window waterproof and air tight.

Convention

(Continued on Page 17)
and available for specification —with home plans! in the month's Convention program to view them. There will be entertainment as well as business — and an opportunity to be the possible recipient of a wonderful Caribbean trip, a weekend in Nassau, or a whole series of small wonderful gifts. Please thank our calendar now.

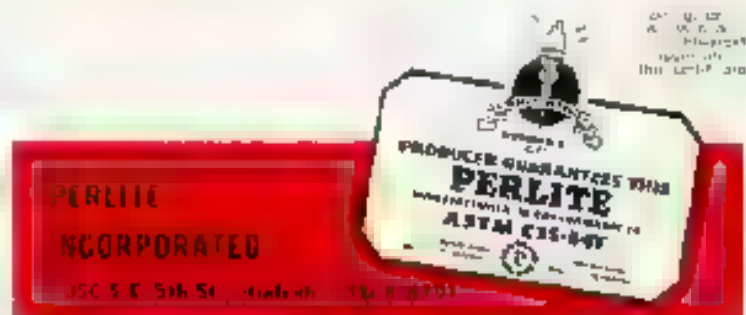
SEPTEMBER 1958



FLORILITE PERLITE

Keeps the Heat Outside...

- A poured roof deck or fill of Perlite Insulating Concrete is one of the most efficient and inexpensive means you can specify for reducing interior heat loads. For example, "U" factors of a 1:6 mix ratio range from .200 to .025 — depending on the type of construction and the thickness of roof fill used.
- This high insulating effectiveness makes possible a substantial reduction in air-conditioning costs. With less sensed heat loads, smaller units, less tonnage and power are required — and economies like these are often greater than the costs of the Florilite Perlite insulating fills that produced them.
- In addition — Perlite concrete is lightweight — about one-fifth the weight of standard concrete. So its use makes possible construction economies, too — thus still further reducing the cost of using one of the most versatile and effective materials in building.





Message from The President

By H. SAMUEL KRUSE
President, F.A.A.

Better Service Is The Measure of Progress

Being president of the Florida Association of Architects is not an idle time to spend devising new ways, or better ways, by which the Association can serve the interests of the architects of this state and promote the profession. The things the Association can do for the profession are almost limitless. Only time, money and personnel are needed to accomplish these things. The Association can support or fight, legislate or amend, add to the profession; it can make research and publish, conduct professional activities, hold educational programs, even conduct public relations programs to better the understanding of the

value of the architect and the architectural service. But one thing for the profession. But one important function it cannot perform is to render architectural service for the individual architect. Service to his client is still the architect's prime purpose. Without it there is no need for the profession, much less an Association.

In too many instances there has arisen evidence that this simple progression is not universally understood by all architects of Florida. The Association is organized to promote the interests of the profession. If there is no profession, there is nothing to promote. If we then, as a profession, refuse to render service to our clients, no architectural service is rendered.

Since the purpose of the profession is to render architectural service to the public, it is not surprising that more than the average business profession, the architectural profession has been severely reprimanded during the past few years. The architects who have established firms purportedly for architectural service to the profession, rather than to the public, perform the service.

Service Just Finds Itself

Let us not quickly forget that constitutes service. I have heard that the quality of the paint is in proportion to the sale price, so must architectural service be judged. Note to this analogy: The quality of paint and price is business where profit is the goal. The practice of architecture is not a business. An appendectomy for a charity patient is of the same quality as for the patient who pays his way. That is the way it is in architecture. In practice, if architecture is a profession and architectural service its reason for being,

SPECIFY PERMANENT WATER-PROTECTION AT 1/2 THE COST OF COPPER



FIGURE: Home Art Sale
Catalogue for Florida
ADDITIONAL INFORMATION
See ZINALOY

for open valley, fascia and thru-wall flashing



- **economical**—cost of ZINALOY is approximately a half that of copper due to its new pressed price and its lesser weight (20% less than copper).
- **corrosive resistant**—ZINALOY forms a protective coating of its own against the elements, resists both acidic deterioration and acid attack on pool water and swimming materials.

- **permanent**—ZINALOY outlasts other ZINALOY type products because the color, when set in concrete or mortar, weathers to a pleasing gray. Suitable for marine atmosphere conditions.
- **versatile**—ZINALOY can be cut, hammered and fashioned on job or in shop without special tools. It bends easily on curves too. Free of lead. Easily soldered with zinc containing 90% of pure.

FLORIDA SALES AGENT: D. W. Lansing, Southern Sales, P. O. Box 1993, Ormond Beach, Florida

DISTRIBUTORS:
 1. Corbin Tile Works & Metal Co., Atlanta, Ga.
 Atlantic Metal Works, Inc., West Palm Beach, Fla.
 Eagle Metal Works, Tampa, Fla.
 Henry McQuinn, Inc., 1000 University Avenue, S.E., Orlando, Fla. Atlanta, Ga.
 J. M. Tull, Nashville & Supply Co., Atlanta, Ga.

MATTHIESSEN & HEGELER ZINC COMPANY • established 1884 • La Salle, Illinois

I can hear the rebuttal: "Silly dreamer who isn't interested in profit!" And my answer is, "If you are an architect, your prime purpose is to serve—whether it be for profit or not." If you are a good architect, you will be concerned with distinctive flair along with the technical proficiency expected of all architects. If you are a really good architect, you will not only render this distinctive service, but render it so efficiently that a profit is a foregone conclusion. I think you must then ask yourself, "Who are the best architects I know?" Are they the wealthy ones? I bet you won't know whether the best architects are wealthy or not. Yes, because neither one nor the other group is so good that the world has to make a choice of picking one or the other. Just might depend on how convincing a building committee member that an architect's supervision of construction was worth the fee. A contractor friend of his had told him what an architect did on his projects and that supervision wasn't worth the money. If what the construction

said was true, the architect deserved no compensation for supervision. Look now the failure of one architect to perform properly was accepted as standard performance for all architects, including the president of the AIA. I am sure it is possible that an architect's supervision properly performed is more than worth the fee—that is, I convinced a majority of the committee. The contractor is still telling his friends—and his friends are telling others—that is a fair representation of what a construction job is worth. The excuse of one solitary architect who made a profit by giving no service for his fee, the whole profession suffers a relapse, the Association impotent. I don't consider its withdrawal a defeat. I repeat the point: the contractor had a fair deal out, one jerk pulled a fast one.

Real Service—or Drafting?

The Electrical Contractor Association is promoting an architect's educational campaign. I was asked to assist in evaluating the material to be given to practicing architects. I

was told that it was necessary to standardize the information so that ignorant competing bidding could take place. I thought the material too elementary. "An architect will know this stuff in the waste can. Can't you give me some better data?" Later we showed a number of drawings of construction and two of the profession, agreed the proposed educational material was not too elementary for a certain group of architects. But the majority of the architects in the profession all are incomplete.

A well-conducted high school boy with average intelligence and a little training can make excellent drawings and draft drawings. So he is not making a mistake when he is told to go to school and get informed to get out on his own. So drafters and draughtsmen are not hit your profession a duty blow below the belt. He made an impression long the program and long from inadequacies of its individual members. Neither can an Association survive acting as an apologist for its incompetent members.

Worthy Of Consideration —

Your Reputation ...and Ours!



You take no chances when you specify UNIT laminated products and UNIT DECK. We feel that our quarter of a century of experience and service to the architectural field is a safeguard to your reputation.

Unit Structures, Inc. is the pioneer laminator offering a product designed, fabricated and finished to your exacting specifications.

Specify in confidence — specify UNIT products.

For technical data and planning Contact: Unit Sales Office

WALTER & JOHNSON
425 Kanagan Drive — P. O. Box 710
Phone Tampa 2-4956 West Palm Beach, Florida

UNIT STRUCTURES, Inc.



GENERAL OFFICE: Pompano Beach, Florida
Plant: Fort Lauderdale, Florida
Sales and Representative Offices: All Principal Cities



PRODUCTS & PRACTICE

Plastic-Metal Laminates

The increasing development of plastics has made possible an increasing wide range of products combining, in a single unit proper to one or more materials. One of the most recently perfected products of this type is a wall paneling surface with a thin, if polymer chloride bonded to sheets of aluminum or aluminum. The panel, called Clad-Rite by the manufacturer, can be bonded to an existing base and used in various locations: walls of the new-metal laminates can be applied directly to wall surfaces or to a masonry base, allowing easy removal.

The surface film of any is available in a wide range of colors and is said to be immune to moisture and highly resistant to acids, alkalis,

alcohol, household detergents and salt water. The films are also produced in a range of patterns and textures. The semi-rigid plastic film is permanently joined to the metal by a process which permits the resulting laminate to be wax-bonded or deep-drawn without destroying the bond or permeability of the plastic film.

Sheets of the steel laminate are available in a 4 or 8-foot dimension and weigh 3 lbs. per sq. ft. Aluminum laminates are fabricated in the size 4 or 8 ft. and 4 or 8 ft. and weigh 4.5 lbs. per sq. ft.

New Wall-Hung Toilet

A new type of off-the-floor water closet with a concealed, in-the-wall tank has been announced by the Kline Company. Designed primarily

for residential use, the new unit, called "Watson" is said to be the first of its kind with a concealed tank which fits in a 7 by 6-inch stud wall. The tank, made of dux and insulated to prevent condensation, is only 5 1/2-inches deep and is concealed by an access panel that drops into place without screws. The bowl, made of man-made fiberglass Reinforced Plastic, is of extreme clarity, available in seven colors and white, and supported by a new type of cast iron sitting which is secured in the wall by a sub plate with a stud anchored to the framing.

Hotel Counter-Lavatory

A new lavatory design which combines a dressing table surface with a small lavatory in a single unit of 18 inches deep has been recently developed by the Kohler Company. Called the "Eckstein" lavatory, the new unit was designed primarily for hotels, motels, tourist courts and restaurants, though it is also well



Plywall

new process creates

GREAT NEW PANELING



You'll be amazed! By a photographic process, beautiful wood grains, prefinished to perfection, are now available at the low cost of inexpensive plywood. There's no plastic, no paper; it's all wood and it's beautiful!

Call collect for full details.

WHOLESALE DISTRIBUTORS

Hamilton Plywood of Orlando, Inc.	Golden 5-4404
Hamilton Plywood of St. Petersburg, Inc.	4-7627
Hamilton Plywood of Ft. Lauderdale, Inc.	Jackson 3-3433

News & Notes

AIA Board to Meet in Florida

It is not expected that the all-quarry meeting of the Area Board of Directors will be held in Lancaster at the Fair Hotel during the week of to 15, 1964. It is probable that the few seats of what Past President Lee C. H. S. held in the water valley district had not again or previously during part of last week of the Board. Several companies will not in practice, instead of being to the Board. An entire annual program to relax the minds and take in part of the Area members is now being planned according to President ROBERT E. LORSON.

Daytona Beach

The first of a series of sales of Chapter real estate for the benefit of PAA legislative matters was held by the Marina Beach Chapter August 1 at the Hilton Village country club at 22000 Beach. Some 200 members and their wives gathered for

cocktail at the hotel on a dinner. The affair was a luncheon to be held at 12:30 p.m. in the absence of "happy President's hour" which Florida guests included John A. Caruth, legislative senator from the 14th district of the Representative and N. FRANKLIN B. Bess and Representative and Mrs. James C. Sargent Jr. Guest speaker at the afternoon meeting was the Executive Director of the F.A.A. ROBERT W. SHULTZ.

By request, the speaker opened the discussion with an outline of the legislation and then attempted to answer two rather collective questions: "How are our laws being changed?" His opening remarks emphasized the huge shift away from an architecture of the agency toward a new architecture being the "agencium" and that in particular for his questions dealing with professional ethics. The Board has the power to protect against attorneys who violate the provisions of the new law, which are already

who attempt to practice architecture as defined under the law. But in matters of professional ethics to send each individual ClioNet must work within the indexes provided set up in the AIA.

But, in a stoppage of prior laws, the speaker said that the best method was to anticipate proposals which would result in bad law, and prevent them from being introduced as legislative bills. It cited a case now pending to prevent the payment of a dividend on a proposal for a stock dividend plan bill. The speaker emphasized the importance of appointing good law as well as stopping bad ones.

New Offices

Law & Packer and also Packer is admitted to membership in a partnership for the practice of architecture with offices at 725 South Commercial Avenue, Boston, 1940.

GOVERNOR L. ALASKA announced as of July 1 and that he had opened all other than the section of highway at 2 West Alaska Avenue.



years but it
is only more trouble
than you need
for it. Stop it
with TERMIBAR. For termite-free
walls, floors, roofs, etc.

The use of polyethylene plastic
walls for termite protection
has been approved by
the U.S. Dept. of Agriculture.

STOP TERMITES DEAD...and SEAL OUT MOISTURE with

BIRD TERMIBAR

One easily-installed product now can solve two of Florida's most pressing construction problems. BIRD TERMIBAR actually kills wet wood termites while acting as an effective vapor barrier. It's a membrane combining a 4 mil film of polyethylene plastic with a layer of felt impregnated with Dieldrin, one of the most lethal and stable insecticides known. The plastic keeps moisture out; the Dieldrin kills the bugs. And TERMIBAR meets U.S. Govt. specs on both important counts. Get data on how to use and specify TERMIBAR in yours for the taking.



Installation of
TERMIBAR in
new wall. The
TERMIBAR is
applied to the
inside of the
wall before the
plaster is applied.

BIRD & SON, INC.

P. O. Box 4336, Chardon Heights, J. C.



**BIRD
& SON**
INC.



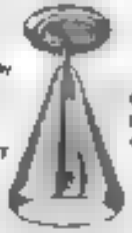
This sign, done by Wayne Sessions, P.R. chairman for the Florida South Chapter, was prominently displayed at the head table during the August meeting of the Chapter. Talk was planned as a closed-to-visitors meeting to air professional problems and individual suggestions for solving them. Discussion was active and general, and from it will result a number of local actions, spearheaded by Chapter's counterpart, according to President Mrs. S. Kerach.

FOR SWIVEL LIGHTS

PRESCOLITE
A
PREFERRED
MEANS WAY.

**EXCLUSIVE "Die-Lite"
DIECAST CONSTRUCTION**

Heavy duty
swivel
hubs
resist
fatigue
indefinitely



A beautiful
finishes to
choose from

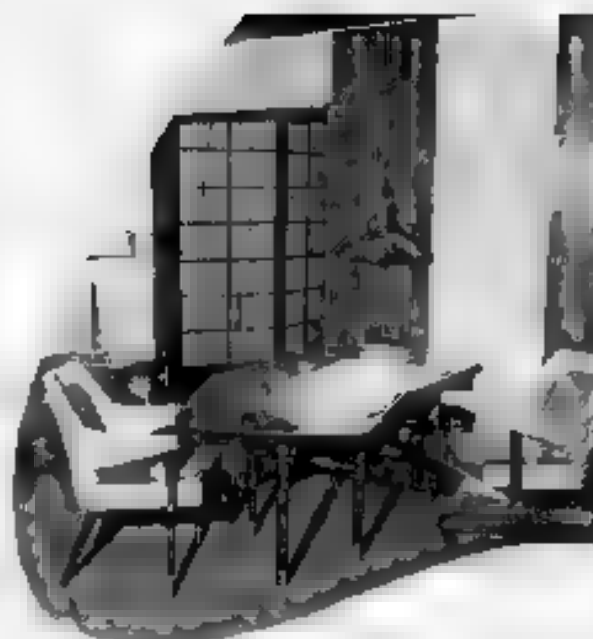
A-16

Choice of metal cases in Partridge
oak, with embedded maple leaves,
teak or nylon. Also available in
white.

WRITE FOR OUR CATALOG

PERKINS MANUFACTURING CORP.
5550 1st St., Berkeley 10, Calif.
Boston Road, Hingham, Mass.

SEPTEMBER 8 1968



for you who appreciate DESIGN

Architects know and appreciate design
that is why so many visit Mr. Foster's Store
where they can find a complete selection of
custom designed office furniture in fine woods,
formica and steel. At Mr. Foster's Store the architect
will find steel lockers, steel shelving, bookcases,
slab counters, vault doors, steel and formica
partitions and a full line of the nation's
most beautifully designed office furniture.

Our sales representatives and interior
decorating department await your pleasure.

Mr. Foster's
STORE

10,000 square feet of display space at

833 WEST FLAGLER ST. • MIAMI, FLORIDA • PHONE FR 9-7673

Alfred Borden, Inc.
57 PETERBOROUGH
PH. RE 6-1400
TAMPA
PH. CH 2-1272
CLEARWATER
PH. 3-55

Electrend Sales
Coast Co. Inc.
POCA RA ON
PH. 3-05
A/C: WORTH
VERO BEACH
P. HENLE
Call Collect
Boca Raton 101
FT. LAUDERDALE
PH. RA 3-8109

Electrend
Sales & Service
GRIFFIN
PH. GR 1-00

Electrend Sales
& Service Co.
SANASAL R.
PH. RI 2-1100

Electrend
Sales & Service
PENSACOLA
PH. PE 3-4373

Charles M. Moss
Electrend Contact
GAINESVILLE
PH. GR 2-9867

Ally Way
Building & Heating
TUSTIN
PH. D. 7-107

Electric Heat at SURPRISINGLY LOW COST



Electrend Electric Circulating Air Heating System

Even comfortable conventional systems heat at a low cost never before possible. See the revolutionary new Electrend and all its advantages today — or just call us — we'll be glad to demonstrate its many features.

Electrend DISTRIBUTING COMPANY
4550 27th Street N.E.
St. Petersburg 16, Florida
Telephone: Wilmack 5-2420
WRITE FOR FREE MANUAL AND ANALYSIS POLICE

Forties and Fallacies

(Continued from Page 1)

which may run from five to seven percent — as a necessary cost of selling and. Some people admit that a contractor is entitled to a profit.

from jobs to ten per cent — in making the contract. Most people grant the necessity for an allowance on bond issues and for the profit included in preparing the contract plans. But payment for all activities in a percentage seems so simple and self-evident, that it is comprehensible Mr. Powers has not been so percent as the standard for job cost as a whole, using the percentage as a whole, which is involved.

First, contrary to popular conception, it is not that profit on the architect's fee and other professional architectural services is included. The architect's fee is 5 percent of the gross income. Another 10 percent goes for the architect's profit — the architect's drafting, specifications and supervisory work for work to provide the service he contracts for. Another 10 to 15 percent is paid to engineering consultants. This leaves from 10 to 20 percent for the architect himself, which must be shared with partner if he does not work as a sole proprietor.

In a \$100,000 school building, for example, this would be \$10,000. But the architect's fee is not a flat fee for the architect's professional services of \$10,000. Assuming he were to use his fee for the month enough to produce the top rate price stage listed above, this would be 10 percent of the construction cost. The remaining charges for such a project often run substantially more than this on a building such as this.

These are a few of the facts of the important subject which Mr. Powers did not mention in his paragraph. They are undoubtedly facts which he did not know — the ignorance of which permitted him to waste his time. But these are some of the basic facts which should not be known, but through understanding by any one who has the authority to comment on the matter of educational facilities, or the responsibility for attempting to change public opinion concerning them.

A. R. COGSWELL

"SINCE 1921"

THE BEST
in
Architects' Supplies

Complete Reproduction
Service

933 W. Bay St.
Jacksonville, Fla.

Custom - Cast Placques

We can fill all your design
needs for any type, size or
shape of cast bronze or
aluminum plaques, name
panels or decorative
bas-reliefs.

FLORIDA FOUNDRY & PATTERN WORKS

2727 N. W. 42nd Street Miami

It's Time We Stopped . . .

(Continued from Page 8)

fisco, are an ever-present danger to our country and to our community. And if, individually, we have too much apathy to try to stop the constant cries, "we're better than anybody!" and "we can lick the hell out of anybody!" some country yet may be goaded to "cross the Rubicon."

Architecturally too, we must ring the bell on ourselves, raising all the spirit we can muster, for it has been truly said that the architecture of an era reflects the spirit of its people—and we have much to answer for.

Good architecture of any time needs no style but its own—generated by real imagination on the part of investors, bankers, mayors, police, planners, builders, craftsmen, architects, decorators and just plain people. These last are the most important, for it is you and I who will get good design, good government, and good living, when we demand it of one another and refuse to settle for less.

ADVERTISER'S INDEX

Bird & Son, Inc.	24
Binges Manufacturing Company	8
A. R. Cogswell	26
Coquina Coal Inc.	3
Dunbar Brick Yards	3rd Cover
Electrend Distributing Co. of Florida	26
Florida Foundry & Pattern Works	26
Florida Home Heating Institute	16
Florida Portland Cement Co.	5
Florida Power and Light Co.	7
Florida Steel Corporation	4
George C. Griffin	6
Hamilton Plywood	22
Ludman Corporation	2nd Cover
O. O. McKinley Co., Inc.	17
Mathiessen & Hegeler Zinc Co.	20
Might Window Corporation	4th Cover
Mr. Foster's Store	25
Parfite, Incorporated	19
Portland Cement Association	23
Prescolite Manufacturing Co.	25
A. H. Ramsey & Sons, Inc.	1
T-Square Miami Blueprint Co., Inc.	18
Unit Structures	21
F. Graham Williams Co.	27

F. GRAHAM WILLIAMS, Chairman

JOHN F. HALLMAN, JR., Pres. & Treasurer

JACK K. WIER, Vice-Pres. & Secretary

MARK P. J. WILLIAMS, Vice-Pres.

FRANK D. WILLIAMS, Vice-Pres.



ESTABLISHED 1914

F. GRAHAM WILLIAMS CO.

INCORPORATED

"Beautiful and Permanent Building Materials"

TELEPH 6-1344
LONG DISTANCE 470

ATLANTA
GA.

1400 BUCKLEBOARD, N. E.
OFFICES AND YARD

FACE BRICK
HANDMADE BRICK
"VITRICOCCA" PAVERS
GRANITE
LIMESTONE
BRIAR HILL STONE
CRAB ORCHARD FLAGSTONE
CRAB ORCHARD RUBBLE STONE
CRAB ORCHARD STONE ROOFING
PENNSYLVANIA WILLIAMSTONE
"NOR-CARLA BLUESTONE"

STRUCTURAL CERAMIC
GLAZED TILE
SALT GLAZED TILE
UNGLAZED FACING TILE
HOLLOW TILE
ALUMINUM WINDOWS
ARCHITECTURAL BRONZE
AND ALUMINUM
ARCHITECTURAL TERRA COTTA
BUCKINGHAM AND VERMONT
SLATE FOR ROOFS AND FLOORS

We are prepared to give the fullest cooperation and the best quality and service to the ARCHITECTS, CONTRACTORS and OWNERS on any of the many Beautiful and Permanent Building Materials we handle. Write, wire or telephone us COLLECT for complete information, samples and prices.

Represented in Florida by

LEUDEMAN and TERRY

3749 Harlan Street

Coral Gables, Florida

Telephone No. 1313-6554
MO 1-5154

Facts about FAA...

Basis for Performance



Those three capital letters "F-A-A" stand for much more than even some of the FAA members may realize. In support of that statement, here are some facts about the FAA—what it is and what it does for the professional community of this State.

As an organization, the FAA dates back almost 46 years. It was chartered in its present form as a State Organization of the AIA in 1946—and thus is the third oldest body of its kind in the country.

Membership of the FAA is composed of all members in the 10 AIA Chapters in Florida. Thus it is truly representative of the architectural profession and speaks for it with a single strong voice at the state level.

Purpose of the FAA is to provide a unified representation to all statewide matters which affect the architectural profession and to coordinate the interests of Florida's AIA Chapters toward that end. Thus it functions as the statewide representative of the architectural profession in Florida. It also operates as the representative of the American Institute of Architects at the state level.

The FAA actually does, at the state level, what individual architects and separate AIA Chapters cannot do alone. Continuing FAA activities includes:

1 . . . Representation of the architectural profession's interests before the State Legislature, various Interim Legislative Committees and those State agencies operating under policies and conducting activities which affect the affairs of architects and their clients.

2 . . . Continual cooperative effort on behalf of architects' varied professional interests with other state-level professional organizations—particularly those concerned with the several phases of the building industry. These include such organizations as the Florida Engineering Society, the Florida ACC Council, the Florida Home Builders' Association and trade and industry groups.

3 . . . Counsel and cooperative activities, through FAA Committees, with a variety of specialized groups whose interests are the betterment of social and eco-

nomic conditions with which architects come in professional contact as, for example, the Florida Education Association and the Florida Planning and Zoning Association.

4 . . . Close and active contact, through committees and appointed individuals, with the Florida State Board of Architecture and those educational institutions which offer professional training.

5 . . . Publication of a monthly magazine, *The Florida Architect*, to all architects and professional engineers registered in Florida; and issuance to FAA members of periodic information sermons or coordinating guides to Chapters in formation of individual policies and programs.

6 . . . Organization, with each Host Chapter of the Annual Convention and exhibit of building products.

The full list of FAA activities is long and varied. The FAA program is subject to constant change as certain phases or various projects are completed and others begin.

Work of the FAA progresses through its officers and directors, its various committees and its administrative staff. The FAA Board is made up of one or more representatives from each AIA Chapter in the state, the number being punctated according to Chapter size. The Board meets regularly four times a year, and during interim periods FAA affairs are handled by the Board's Executive Committee composed of the officers, any three of which constitute a quorum for action.

Detailed and continued administration of FAA's affairs is handled by the Executive Director and his staff, now consisting of an Administrative Secretary and a stenotypist. An accountant and legal counsel work with the staff on a consulting basis.

This, in brief outline, is what "F-A-A" means. These three letters are becoming better known each year. And in every section of our State they now enjoy an earned respect as symbolizing the policies and programs of the professional body for which they stand.

DUNAN BRICK

DECORATIVE MASONRY MATERIALS

FOR WALLS, WALKS AND FLOORS

IMPORTED CLAY GRILLE TILE—Elementos Ornamentales from Panama—Ornamental Barandas from Venezuela. . . . **MARBLE MOSAIC TILES** from Italy. . . . **TENGEE GRILLE UNITS**—Stock and Custom Units manufactured of concrete at our Florida Plant. . . . **NATURAL STONE**—Florida Coralite Ashlar—Texas Pioneer Stone—Georgia and Tennessee Marble—Vermont Slate—Tennessee Sandstone. . . . **BRICK**—Used and new—Common—Face—Glazed. . . . **PAVING UNITS**—Stone Flagging—Cuban Tile—Brick Pavers. . . . **REFRACTORIES**—HW Firebrick—Fireclay—Flue Lining. . . . **FIREPLACE EQUIPMENT**—Superior "Heatform" Units. . . . **BARBECUE EQUIPMENT**—Burr Southern Units—"Party-Q" Equipment.

**ORIGINATORS and
EXCLUSIVE MANUFACTURERS**

of *Slumped Brick* PT. M. REG.

IN CONCRETE PRODUCTS

DUNAN BRICK YARDS, INCORPORATED

Phone TU 7-1525 JATAMI, FLORIDA

*PROVEN EFFICIENCY



MIAMI ALUMINUM WINDOWS

One example is this 31-operator that's guaranteed for the life of the windows.

On any job that means top-quality windows, on-schedule deliveries, expert installation, low-maintenance, trouble-free performance. Specification of Miami Window products automatically includes all these practical factors — plus the wide versatility of design needed to solve any fenestration problem in any type of building.

* Specifications of Miami Window's overall efficiency has covered over 1,500,000 units.



miami window corporation

P.O. BOX 877, INTERNATIONAL AIRPORT BRANCH, MIAMI 48, FLORIDA